

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



A 280,39  
M 344  
Cop. 2

U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP  
PROGRAM**



# FOOD GUIDE

**APRIL 1963**

U. S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL LIBRARY

25-554

**FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS**

CURRENT SERIAL RECORDS

**The FOOD GUIDE lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.**

**A special service for FOOD DISTRIBUTORS**

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

**Canned Freestone Peaches**

**Pork**

**Cereals**

**Eggs**

**Fluid Milk**

**Honey**

**Ground Beef**

**Carrots**

**Peanut Butter**

**Potatoes**

**Canned Mackerel**

## FOR FOOD STAMP PROGRAM AREAS

### PORK

MERCHANDISING HINTS: Put the whole pork family to work this month--fill case with a complete line of cuts.

- Promote and merchandise everything but the squeal. Promote bacon and sausage for "Wake-Up'n Go" breakfast meals. And cross-sell with eggs to build bigger sales. Shoulders, spareribs, hocks, knuckles and the like are thrifty features to highlight for the budget-minded trade. For "headliners"--ham, chops and roasts always draw trade. Alternate pork specials weekly--in your newspaper ads, on store windows. Push pork cuts heavy with special pricing in-store, too.

### CARROTS

MERCHANDISING HINTS: Try a new wrinkle--use fresh carrots as vegetable item dividers all down produce row. It adds color and sparkle to the entire department--will boost overall sales, too.

- For the "feeder" spot, plan a central bin display in the middle of your vegetable line. Flank on both sides with natural salad-combo items--celery and lettuce make a good pair. Use good signwork to get across appealing carrot-based cooking and salad-making ideas. Post "talkers" to alert shoppers carrots are good sources of "Vitamin A"--"Carrots Make The Stew"--"Candied They're Delicious"--"Salad Goodness"--"Tops With Beef and Pork". Spot a stock of carrots at meat counter as a teammate for roasts.

### CANNED MACKEREL

MERCHANDISING HINTS: Here's a ready-to-eat, high-in-protein, seafood item that offers real taste-appeal served by itself or that can be used readily for sandwich-making, in salads, casseroles, creamed dishes and the like. Talk-up these serving ideas to food stamp patrons as well as other trade.

- Get more "regular" customer sales and promote "new" trade, too, with "cut case" display stacks located at heavy traffic aisles. Selling theme: "Try Something Delicious At A Budget Price." Feature canned mackerel to the trade in a 2 or 3 can special offer deal.

### POTATOES

MERCHANDISING HINTS: Time for change-of-pace selling! With some areas now enjoying warmer weather, new menu fare will appeal to the trade.

- Feature a mass table display of loose potatoes this month, using tie-in sales-twin ideas and get-together display techniques to move big supplies. Focus special attention on "Big Bakers" this month--teaming margarine (use dummy containers if necessary), and loaf cheese alongside spud display. Then, spot your potato selling point with a big "draw" price sign.
- It's not too early to "talk" potato salad. And you'll pass up an opportunity if you fail to show potato prepacks at the red meat and poultry case, too. Load prepack spuds on skids and display at the beginning or end of the case.



**APRIL 1963**

# **FOOD BUYS**

For USDA Food Coupon Users  
and All Budget Minded Shoppers

## **DAILY FOOD GUIDE**

### **MILK GROUP**

*Some milk for everyone*

**Fluid Milk**

### **MEAT GROUP**

*2 or more servings*

**Pork      Ground Beef  
Peanut Butter  
Eggs      Canned Mackerel**

### **FRUIT AND VEGETABLE GROUP**

*4 or more servings*

**Canned Freestone Peaches  
Potatoes      Carrots**

### **BREAD AND CEREAL GROUP**

*4 or more servings*

**Cereals**

### **OTHER FOODS**

*As needed*

**Honey**

**VARIETY is the KEY**



## CANNED FREESTONE PEACHES

MERCHANDISING HINTS: It's a good time to offer shoppers a PEACH-OF-A-DEAL. Since this is off-season for fresh fruit supplies, customers will welcome a good look at canned FREESTONE peaches. To get real sales mileage, price both shelf stocks and special displays for multi-can deals. Spotlight both small and large sizes and choice and fancy packs. If you stock #10's, special them with induce-ment pricing, too.

- With peaches leading the canned fruit parade, business-minded grocers will find it profitable to schedule extra large floor displays at this top value time. Arrange stacks of both halves and slices at heavy traffic aisles. You can create taste-appeal and invite more sales by using a small refrigerated unit to feature supplies of cottage cheese between stacks. Wing canned FREESTONES with a good assortment of gelatin to promote molded salad ideas. Dry cereal items will be "at home" displayed here, too. Don't forget to roll a couple of carts of FREESTONES over to the ice cream chest--tie in with vanilla flavor.

## FLUID MILK

MERCHANDISING HINTS: Industry is scheduled to place the promotional spotlight on fluid milk in April to create more consumer interest and inspire more sales. Refreshing milk is a bargain buy and its nutritional qualities, coupled with family-appeal, prompts more customer visits to the store. Keep shoppers coming. Greet them with a spotless and drink-tempting milk case. Promote larger purchases with traffic-stopping point-of-sales material--industrys' "Quick Meal Mate" pieces will get sales results. Direct your milk-selling drive to half-gallons during April through competitive price tags. Don't forget to cross-sell milk with cereals this month, too.

## EGGS

MERCHANDISING HINTS: April presents a GOLDEN OPPORTUNITY to build big volume EGG SALES. Heavy carry-over publicity from industry's "March Egg Month" promotion coupled with this month's "Easter Parade", should keep hens working overtime to fill Easter baskets and consumers' daily needs.

- Front-of-the-store display techniques will prove best and a well located portable refrigerated unit is made-to-order for the selling job. Plan your display set-up for "eye and buy" appeal--give it that "Easter look." Tie-in egg dyes, Easter baskets, toy bunnies etc., to give egg display real atmosphere. And the one-stop pick-up idea will please shoppers, too. Induce customers to purchase more eggs. Tape two full dozen cartons together and run them at a bargain price.
- Don't forget to keep a good supply of eggs on hand in the dairy case--many shoppers, through habit, will go there for their needs. Remember, "match" pricing on two-dozen specials is in order at dairy case sales point, too. You'll need "lead" advertising for "Easter Eggs"--in newspaper ads, on store windows and hoist egg banners in the store, too.

## GROUND BEEF

MERCHANDISING HINTS: Ground beef is a sure-fire "customer-puller" every shopping day of the year.

- Clean packaging in family-pleasing weights will provide best sales results. Price ground beef offerings fairly. Identify grades as "ground round," "hamburger," "meat loaf making," etc., with good spot signs to show shoppers why price differentials are required.

## PEANUT BUTTER

**MERCHANDISING HINTS:** Well organized off-the-shelf displays at trade-catching points pave the way to top volume sales.

- "Stock-up" promotional techniques are bound to attract shoppers. And the popular, heavy demand peanut butter sizes are the items to build floor display around. Encourage patrons to buy more through "come on" price tags. In addition, good "talkers" that inform shopper peanut butter is "Flavor Packed" and "Rich In Protein" help sell. Salesmate items, shown with peanut butter can double sales chances--"go-with" crackers, cookie mixes, breads and preserves. Be sure customers are offered both smooth and crunchy types at central display point.

## CEREALS

**MERCHANDISING HINTS:** Get across the "BETTER BREAKFAST" idea. An all-out cereal promotion will fit right into the selling scheme.

- Dry cereal items move faster during warm weather time. So get a big selling campaign underway. Product manufacturers should have exceptional point-of-sales pieces, and perhaps many "special deals," to help you with your merchandising and display plans.
- Remember to tie-in fluid milk, go-with fruits and nutrition-filled honey at your special dry cereal display this month. For best sales mileage, alternate cereal varieties weekly at main display stand.

## HONEY

**MERCHANDISING HINTS:** "Natures' Perfect Sweetner" makes a hit with all the trade.

- Arrange a shopper-stopper display, including fast-moving sizes of both "strained" and "comb" pack. Sales spot selling theme: "FULL-O-NUTRITION." Related item combination displays can really boost sales. Show honey with natural go-with baking ingredients, waffle, biscuit and pancakes mixes--and other good sales partners, too. Tie-in honey at your dry cereal floor display point--a top selling spot.

## MENU OF THE MONTH

Potato soup  
Peanut butter or  
Egg salad sandwiches  
Carrot sticks  
Canned peaches  
Milk

## RECIPE OF THE MONTH

### POTATO SOUP

3 cups diced raw potato	1 quart boiling water
1 pint milk	1 onion
2 tablespoons finely chopped parsley	4 tablespoons butter
1 teaspoon salt	1 tablespoon flour
	Pepper

Cook the potato in the boiling water until soft, drain off and keep 1 pint of the potato water, and rice or grate the potato.

Heat the milk with the onion, in a double boiler.

Cook the parsley in the fat, add the flour, stir until well blended, combine with the milk and potato, stir until smooth, cook for 2 or 3 minutes, and add the salt and pepper.

Remove the onion before serving.